




| Business Support Pro

The leading solution for effective business support

Raising Quality : Reducing Costs : Increasing Revenue



Supporting Business Creation in the 21st Century

Fluctuating job markets; popular culture; lowering of technology barriers; education and increasing government support are all contributing to a shift towards entrepreneurialism. Along side this shift, business networks are evolving, business information is freely available and new business models are emerging continuously.

Anyone who advises on new business creation must keep pace with these changes or be left redundant in the face of technological and social change.



A 21st Century Solution

Combining sound business methods with use of the latest online resources, research consultancy Inventya have developed **Business Support Pro**, a range of solutions for those business professionals who are ever required to engage and assist new concepts. Inventya understand that the fundamental characteristics of successful ventures will always remain the same and that face to face advice cannot be replaced. These unique solutions will support any advisor in maintaining a consistent approach, keeping up-to-date and staying in control.

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"Inventya's tools meet the need to help those exciting new business ideas that require critical assistance before investing serious time, money and effort in making them a reality."

Microsoft®



i2m Business Advisor Pro Software

Management tool for advisors to guide clients towards creation of sound business propositions, grant applications, business plans and financial projections. Through the comprehensive methodology and client/advisor interface, advisors can assign tasks and exercises, putting the onus on the client to do the groundwork and allowing the advisor to track progress and provide the right interventions at the right times.



Rapid Idea Evaluation

Quick and simple online diagnostic tool. Guides a client through a specially designed set of questions to assess the commercial feasibility of an idea. The outcome is an automatically generated report outlining key areas to address. Customisable to reflect both brand and service, the tool can be used to attract leads, to validate them and to add value with the minimum time commitment.



Support Project Tracking System

Real-time system for funded support projects to monitor targets and outputs. Everything is stored and tracked to allow business advisors to do what they do best – to work with the client. Customisable to meet a projects specific need, it can also be linked with the other elements of **business support pro** to create an entirely integrated system.



Support Project Website

Full website providing an interface for clients along with a management system for advisors integrating additional business support pro tools required. Fully customised to suit specific needs, with branding and e-marketing templates included along with regular technical assistance and support.

Case Studies

Lancaster University

The Lancaster Business Creation II project, managed by Lancaster University seeks to assist University staff, students and local entrepreneurs who are interested in taking their business idea(s) and starting a new company.



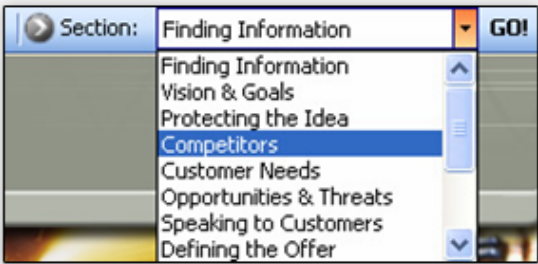
The Rapid Idea Evaluation tool is used by the University as the gateway into the project and was customised with key questions added to meet funding criteria.

Within two months of implementation it had already generated enough leads to justify its cost and is now the basis of the projects entire marketing campaign.

JAB Design

JAB Design (www.jabdesign.co.uk) is an award winning technology development and product design consultancy, specialising in developing innovative products.

JAB often works alongside potential clients to put the business case together for very early stage concepts. i2m Business Advisor Pro is an important part of this process, keeping the client focussed on addressing the critical issues while ensuring JAB minimise unpaid assistance.



Some of the key exercises covered in i2m Business Advisor Pro

JAB has already put two candidates forward for investment, using the i2m methodology and financial tools to create investor ready plans in days.

Microsoft UK





Microsoft Small Business Centre (Small Business +) provides technical advice to people thinking of starting a business.



Small Business + also assists in other areas of business creation. They use the Rapid Idea Evaluation as part of their offering, helping site visitors think about the key factors required for a successful idea and developing an action plan to address key areas for improvement.

Within ten weeks of launch, over 100 people had used the tool, staying on the site for longer and registering their contact details to receive their action plan and future offers.

Pricing

Which	What	Why	How much
 i2m Business Advisor Pro Software	<ul style="list-style-type: none">Downloadable advisor licenceDownloadable client licence (5 included)Synchronisation between the twoSound, comprehensive methodologyReport generation for business documentsAccess and guidance to key market dataSimple financial tools	<ul style="list-style-type: none">Potential new revenue streamReduce geographical restrictionsEnsure consistent serviceRecord assistance & reduce adminPush workload onto client and use expert time more effectivelyObjectivity: remove "personal" opinion from process	<p>Call for quotation</p> <ul style="list-style-type: none">* Monthly licence fee per advisor* Minimum term 3 months* No set up fees apply* Additional user download packs available* Full online/telephone technical support
 Rapid Idea Evaluation	<ul style="list-style-type: none">Web hosted diagnostic16 multiple-choice questionsQuick, simple and jargon freePersonalised action plans createdFully customisable interfaceAdvisor login area for tracking	<ul style="list-style-type: none">Improve online presenceIncrease leadsPre filter leadsAdd to your value propositionDeal with new enquiries effectively and consistently	<p>Call for quotation</p> <ul style="list-style-type: none">* unlimited usage* set up fee required if customised* Full online/telephone technical support
 Support Project Tracking System	<ul style="list-style-type: none">User friendly interfaceClear presentation of achieved/remaining project targetsFlexible reportingAutomatic signature form generation	<ul style="list-style-type: none">Reduce administrative costsReduce administrative errorsCreate auditable electronic and paper documentsSpend more time with clients	<p>Call for quotation</p> <ul style="list-style-type: none">* Set up fee required* Full technical and design support
 Support Project Website	<ul style="list-style-type: none">Highly professional designContent management systemSearch engine optimisationeMarketing flyers / templates	<ul style="list-style-type: none">Project a professional imageMatch client expectationsIncrease leads & revenueOffer fully integrated service	<p>Call for quotation</p> <ul style="list-style-type: none">* Set up fee required* Full technical and design support

Next Steps

Discuss with our team



Decide on package



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